

(Breakthrough, September 1986)

## **MAKING THE CONNECTION: BUSINESS - CONSCIOUSNESS**

*presented by James Jones*

*As a consultant on productivity, performance and development to many businesses, both large and small, James Jones is well-versed in “speaking the businessman’s language.” As a GATEWAY VOYAGE® Trainer, designer of the GATEWAY OUTREACH (GO) Program and trainer of GO Trainers, James is well-versed in the uses and applications of Hemi- Sync®. Bringing Hemi-Sync to businesses was the topic of his presentation at the Professional Seminar.*

James noted that most of the things effective in our lives have not gone through analysis and research. In fact, when evaluating useful information or tools, that can be one of the last things done, if it's done at all. He said that by using the right language and the right approach, many business organizations would readily see the value of Hemi-Sync technology without needing reams of “proof.”

Becoming familiar with and using terms that business can relate to is one of the first steps in making entry, according to James. For example, most businessmen can relate to the word “brain” more easily than the word “consciousness,” yet the terms can be used virtually interchangeably.

James said the brain, by its nature, continually seeks closure, making it difficult to communicate new information. And if someone is confronted with information that doesn't fit their inner world view, an “error signal” is created in the brain and the person tends to discredit the source of the information or redirect the conversation to relieve tension. Therefore, an oblique approach will usually create more change than a direct approach that creates resistance. An example James gave was that of a Turkish leader who was trying to modernize his country. One practice he wanted to discourage was the wearing of veils. Rather than create resistance by making it illegal for women to wear veils, he took the oblique approach and passed a new law: All prostitutes MUST wear veils.

An understanding of how the brain works can help one in communicating, James said. Beyond the Left-Right brain model, there is the physical Triune brain (consisting of the reptilian (survival), limbic (emotional) and neocortex (rational) divisions), as well as the model that addresses the four “softwear programs” of the brain. The four “programs” are ways the brain processes information, depending on the task, and can be labeled Control, Explore, Pursue, and Preserve.

Control implies construction or rationalization of some parameter (closing down on new possibilities), while its opposite is Explore (opening up to new possibilities). In terms of action taken, there's the process of Pursue (doing something with new information) versus Preserve (continuing to maintain the status quo). James observed that if one understands the predominant process of one's audience, communication can be greatly enhanced. From there, access to the other "programs" allowing for innovation and change is easier.

Understanding the hierarchy of the organization one is dealing with can also make a great difference in "selling" an idea, James pointed out. He then led the group through a process of translating the benefits of Hemi-Sync into terms to which a management hierarchy could relate. Some of the "business language" benefits of Hemi-Sync tapes the group came up with:

- Relaxation
- Reduced Sick Time/Health Care Cost
- Better Productivity
- Reduced Training Costs
- Easier Acceptance of New Ideas
- Management Flexibility
- Greater Creativity
- Stress Reduction
- Better Planning
- Better Market Accuracy
- Better Attention and Focus in Meetings
- More Enjoyable Work Environment

James noted that Hemi-Sync is a powerful tool, and that used in conjunction with other tools, each can make the other stronger, like an alloy. As businesses are always looking for useful tools, James is continually introducing Hemi-Sync to organizations as a way of enhancing their operations.

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